

Convention Gatherings Hold Attention of Torrance Clubwomen During Past Week

MR. AND MRS. ANDRE CELEBRATE ANNIVERSARY

Mr. and Mrs. Jules Andre, 2425 227th street, celebrated their 29th wedding anniversary with a family dinner in their home Sunday. Covers were placed for Mr. and Mrs. Albert Andre and daughter Shir-

ley, Jules Andre Jr. and Mrs. Andre.

Mr. and Mrs. Albert Andre presented the couple with a lovely wedding cake topped with wedding bells and the family gave Mr. and Mrs. Andre cutlery to match their pottery dinner wear.

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There's a handsome gift copy here of Miss Courtney's 1939 Bride Book for each newly-wed or soon-to-be.

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Torrance Herald
1336 El Prado Phone 444

Beauty Better Than Battleships

State Contributes Bill to Improve Beauticians' Standards

Unlike most beautiful women, Miss Loreta Young of movie fame passes along the credit for her loveliness to her beauty shop. There it was, Miss Young admits, that she spent most of the first six months of her Hollywood career, being molded and modeled, clay-packed and hennaed, fitted with new complexion, lip contours and eyelashes. There she labored to materialize one of the most charming ladies of the screen today. No one will deny they succeeded.

Demonstrating a refreshing, unselfish devotion to the cause of beauty, Miss Young now proposes a "Federal Bureau of Public Beauty"—a government project to help women to patch up. "I honestly believe," she declares, "the turning of, say, ten million homely women into beauties is a lot

more important to the well-being of this country than the building of one medium-sized battleship! And it wouldn't cost nearly as much."

So far federal authorities have failed to consider Miss Young's proposal seriously, and nothing's been done. But California—foremost always in her appreciation for loveliness, whether scenic or feminine—may contribute something to beauty's cause.

Higher Standards
A bill in the Legislature now, designed to heighten the beauty market—to step up the ability and finesse of beauty operators generally. It clears the field to some extent of under-trained and misfit beauty workers by lengthening training periods and tightening license restrictions. Whatever it may propose, the rank and file of women whose dollars sup-

port the beauty salons undoubtedly will feel that is enough.

More Finesse
For every woman who has paid well for her beauty work and then had her hair frizzed by an incompetent operator, had an indifferent facial slapped on and rubbed off, leaving her skin dry and harsh as sun-burn, or had her cuticles cut into hangnails by a careless young woman who has not learned to respect her profession sufficiently to give her best to it—will welcome the assurance of better trained, more dependable beauty operators.

Obviously, competent and conscientious operators will be equally glad to see the vocational standards of cosmetology raised in keeping with the vast importance of their million-dollar profession.

That, in all probability, approaches about as near to accomplishment of Miss Young's beauty project as it's possible to come—anyway until the day arrives when we don't need our money to buy battleships.

SOCIETY WRITER SPURNS SOCIETY

"I've given the best years of my life to Society," says Inez Galway Robb. "Would I after eleven years of constant association and observation, like to be a full-fledged bonafide member of it. No, no, a thousand times no! If I must tell all, Society has always seemed a pretty dull day to me." With this observation, the famous society reporter, sums up her attitude toward the social set in her Cosmopolitan's revealing story, "A Pair of White Gloves."

Society is changing and being changed, Miss Robb goes on to say, by outside and inside influences. State and Federal taxes make the vast fortune heir to multiplied hazards. Yachts, mansions, private cars, racing stables and other monuments to wealth are becoming a drug on the market because few families can pass on the wealth without to maintain them. The younger generation prefers a more direct and simple approach to amusement and the decline of inherited wealth is making this approach necessary.

The fabulous success of Eliza Maxwell has grown out of the inability of society to entertain itself. Inez Robb is convinced that the acquisition of wealth is usually accompanied by the loss of two of mankind's most precious boons: imagination and a sense of humor. Miss Maxwell has supplied society with these two things.

"Persons who can lighten for one moment that semi-induced by too much money and too little imagination are worth their weight in gold to a group which long ago gave us all effort to hide its yawns when face to face with itself," Miss Robb says in discussing Eliza Maxwell.

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ELISA MAXWELL

Society in 1939 is showing a few encouraging signs, the writer believes. There is no longer such a thing as a social arbiter. The throne is vacant because none of the younger socialites have thought it worth bothering about. Class lines are being broken down to admit exponents of various talents. But society still needs to get more for its money. Miss Robb says in conclusion, "Riches ought to be good for something beside a ringside table and a Winchell cigarette."

THRIMBLE CLUB PLANS NEEDLEWORK SALE

The Thrimble club of the Missionary Society of the Central Church met Thursday, April 13, with Mrs. Elizabeth Brod at her home at 1001 Sartori. After the business meeting, at which plans for the future sale were



discussed, a delightful luncheon was served.

Those present were: Mrs. Phillips Rupp, Mrs. Geo. Dolton, Mrs. Laura Pisel, Mrs. Victor Baker, Mrs. Marie Benson, Mrs. Marjorie Geer, one guest Mrs. Quigley, Miss Hermine Oetkin, and the hostess.



THRILLS IN NEWS PIX... Gwen Verdon shows an enlarged replica of one of the prize medals awarded in the annual exhibition of the Los Angeles Press Photographers' Association, Friday, Saturday and Sunday of this week in the Music Room of the Biltmore Hotel. With more than 700 of the year's most thrilling news pictures entered, the spectacular exhibit also will include daily demonstrations of how news photos are sent over the telephone. Miss Verdon is one of a group of the year's most photographed beauties who will attend the opening as hostesses.

Organized Groups Center State Meets in Southland

Conventions have claimed the limelight during the past week with practically every state group in the community gathering in some part of the Southland. Local organizations represented in convention were Woman's Benefit Association, National Business and Professional Women, Parent Teacher groups and the Federated Women's Clubs.

Eighteen Attend Party at Quaggin Home

Mrs. Frank Paour and Mrs. Margaret Guttenfelder, shared honors as hostesses, when they entertained at a shower honor- ing Mrs. Fred Quaggin, 1809 Anapola avenue.

The affair a complete surprise to Mrs. Quaggin was attended by Mrs. Marie Marsteller, Mary Lou Kelly, Mary Jacobs, Marion Carpenter, Fan Wilkes, Harry Atwood, Leah Brown, Lucille Thompson, Dulcie Brooks, Dorothy Rojo, Cicely Perkin, Mildred Probert, Emma Appenzeller, Maxine Smith, Miss Alice Hodge, the honorees and hostesses.

The guests showered Mrs. Quaggin with a bevy of lovely gifts. Games furnished diversion during the evening with prizes captured by Mrs. Brown, Perkin and Carpenter.

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Those present were: Mrs. Phillips Rupp, Mrs. Geo. Dolton, Mrs. Laura Pisel, Mrs. Victor Baker, Mrs. Marie Benson, Mrs. Marjorie Geer, one guest Mrs. Quigley, Miss Hermine Oetkin, and the hostess.

The Woman's Benefit Association convention, held in the Biltmore last Wednesday, was attended by the local chapter president, Mrs. Esther Butler, Edith Weiss and Flora Wright as delegates. Attending the closing session of convention and the banquet Wednesday were Mrs. Quaggin and Sue Mason, Henrietta Perkin, Mabel Wendt, Anna Sandstrom and Matilda Winters. Highlight of this convention was their talk given by Bina West Miller, supreme president of the Port Huron, Michigan.

Each Parent Teacher Association in the city sent its quota of delegates to the 40th annual convention of Parents and Teachers held in the Susan M. Dorsey high school in Los Angeles. The theme was "Parents for Education." Highlight was the panel discussion "Adjusting Youth to Present Day Conditions." Participants were Howard A. Campion, assistant superintendent of schools, adult and vocational education section, Margaret Clark, chief of the division of Industrial Welfare of California, Mrs. Mildred Foreman, head of the Bureau of Occupations at U.C.L.A. and others.

Federation in Session
National Business and Professional Women of the Los Angeles District in convention at Pasadena's Hotel Huntington Saturday, confined its entire program to interests of women.

The district voted to send Carolyn Weber, past state president, to personally intercede for business women at hearings of bills when they come up before assembly committees in Sacramento. Delegates from the Torrance club were Mrs. Bettina Miller, Lola Hoover and Adelle Parks. Other local women attending were Lute Fraser and Dorothy Kenyon.

Los Angeles District Federated Women's Clubs opened its three-day parley at Glendale yesterday. Mrs. John Stearns Thayer, president, will conduct all sessions and many vital interests will be discussed.

The most important program was presented this morning, when people of public prominence participated in a symposium on unemployment. Delegates from Torrance club are Mrs. H. C. Barrington, W. J. Neelands, with alternates, Mrs. Paul Vonderacht, Mrs. Raymond Rogers and Mrs. E. A. Miles.

AUXILIARY TO ENJOY SPANISH FEED
Lucille Lowellen and Marie Martelle will entertain for ladies of Bert S. Crossland Unit 170 American Legion Auxiliary at an enchilada dinner in the Legion hall Tuesday evening, April 25.

Reservations not later than Saturday, April 22. Dinner will be served at 6:30 p. m. with regular meeting to follow.

NEWS OF TORRANCE
WOMEN OF MOOSE
Zoe Deithers, ritualistic chairman, and the senior regent's escort will assist in installation ceremonies at the Compton Loyal Order of Moose, according to Augusta Barrett, chairman for Women of the Moose Torrance chapter No. 44.

Monthly card party will be held in the hall, 1861 Carson street, Friday, April 28. Committee in charge is as follows: Carrie Nelson, Ruth Kidd and Irene Vincent.

JOBS DAUGHTERS
INITIATE TWO
Misses Jean Ormand and Shirley McVicar were initiated into membership by Job's Daughters Torrance Bethel at the regular meeting held in the Masonic temple Tuesday evening. Bethel honors were conferred on Mary Ann Taylor Bradford, past honored queen of the Bethel.

Sixty attended the meeting and enjoyed light refreshments served in the banquet hall at the close.

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